

**Last Received:** 10/22/2012 7:57 AM  
**Showing Buylines:** All Lines

<b>Station</b>	WPGH-TV PITTSBURGH, PA
<b>Advertiser</b>	( ) POLITICAL ISSUE GROU
<b>Product</b>	CLUB FOR GROWTH ACT
<b>Estimate#</b>	430
<b>Buyer</b>	RANDE LEVINE
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) TARGET ENTERPRISES  
15260 VENTURA BLVD., SUITE 1240  
SHERMAN OAKS, CA 91403  
**Agency C/P1/P2/E** //430  
**Flight Dates** 10/22/2012 - 10/29/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** (            ) LOS ANGELES  
**Salesperson** (            ) JENNA AVISHAY  
  
**Salesperson Phone#**        323-966-5205  
**Salesperson FAX#**         917-206-9005

--- CONTRACT COMMENT ---

30 MIN SEP \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/22-10/26	1P-2P	DIVORCE COURT	:30	\$100.00	M-F	2	1	2	\$200.00
Rating: 0.8										
2	10/29-10/29	1P-2P	DIVORCE COURT	:30	\$100.00	M	1	1	1	\$100.00
Rating: 0.8										
3	10/22-10/26	2P-3P	JUDGE JOE BROWN	:30	\$125.00	M-F	4	1	4	\$500.00
Rating: 1.1										
4	10/29-10/29	2P-3P	JUDGE JOE BROWN	:30	\$125.00	M	1	1	1	\$125.00
Rating: 1.1										
5	10/22-10/28	8P-11P	WORLD SERIES	:30	\$3,000.00	M-SU	1	1	1	\$3,000.00
Rating: 7.0										
6	10/28-10/28	1P-4P	STEELERS/RED SKINS	:30	\$15,000.00	SU	1	1	1	\$15,000.00
Rating: 32.0										
7	10/22-10/26	11P-1130P	SEINFELD	:30	\$250.00	M-F	4	1	4	\$1,000.00
Rating: 2.1										
8	10/29-10/29	11P-1130P	SEINFELD	:30	\$250.00	M	1	1	1	\$250.00
Rating: 2.1										

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) TARGET ENTERPRISES	Rep Firm	
Advertiser	( ) POLITICAL ISSUE GROU		15260 VENTURA BLVD., SUITE 1240	Sales Office ( )	LOS ANGELES
Product	CLUB FOR GROWTH ACT		SHERMAN OAKS, CA 91403	Salesperson ( )	JENNA AVISHAY
Estimate#	430	Agency C/P1/P2/E	//430		
Buyer	RANDE LEVINE	Flight Dates	10/22/2012 - 10/29/2012	Salesperson Phone#	323-966-5205
Phone#		Hiatus Weeks		Salesperson FAX#	917-206-9005
Fax#					

---REPORT TOTALS---

Report Totals: 15 / \$20,175.00

---SALES MONTHLY TOTALS---

Oct 12:	12 / \$19,700.00	Nov 12:	3 / \$475.00
Sales Totals: 15 / \$20,175.00			
Station Totals: 15 / \$20,175.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$80,700	CABL	0%	KDKA	0%	UNKN	75%	WPCW	0%	WPGH	25%
		WPMY	0%	WPXI	0%	WTAE	0%				

---COMPETITIVE COMMENTS---

WPGH SHARE ACCURATE

Books	null
Demos	RA55+